

## ORDER



**Orders**  
**Order / Rev:** 212406  
**Alt Order #:**  
**Product Desc:** STABENOW FOR SENATE 2012  
**Estimate:** 12256  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 10/03/12 / 10/04/12  
**Order Type:** REG

**Primary AE:** WOOD Local House  
**Sales Office:** L-GR  
**Sales Region:** Loc

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Stabenow for Senate 2012  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	8	\$5,200.00	\$4,420.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$5,200.00	\$4,420.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$5,200.00</b>	<b>\$4,420.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/09/12	10/09/12	Today Show M-F Today Show	CM	658-9a	- 1 - - - - -	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- 1 - - - - -		1				\$650.00		0.00			
N 2	WOOD	10/13/12	10/13/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	- - - - - 1 -	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1 -		1				\$150.00		0.00			
N 3	WOOD	10/14/12	10/14/12	Today Show Su Today Show Sunday	CM	758-9a	- - - - - 1	:30	1	\$300.00	P5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1		1				\$300.00		0.00			
N 4	WOOD	10/12/12	10/12/12	M-F 5p News M-F News 8 @5p	CM	5-530p	- - - - 1 - -	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - 1 - -		1				\$675.00		0.00			
N 5	WOOD	10/11/12	10/11/12	M-F 6p News M-F News 8 @6p	CM	6-630p	- - - 1 - - -	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - 1 - - -		1				\$1,125.00		0.00			
N 6	WOOD	10/12/12	10/12/12	Fri Hour 2 Friday 9-10p	CM	9-10p	- - - - 1 - -	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - 1 - -		1				\$500.00		0.00			

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 Flight Dates: 10/08/12 - 10/14/12

Advertiser: POL/Stabenow for Senate 2012  
 Product Desc: STABENOW FOR SENATE 2012  
 Estimate: 12256

**WOOD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 7	WOOD	10/08/12	10/10/12	LN M-F M-F News 8 @ 11	CM	11-1135p	1- 1- - - -	:30	2	\$900.00	P4	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	1- 1- - - -	2		\$900.00		0.00					
												Totals	8	\$5,200.00